

**SHORT TERM TRAINING PROGRAMME**  
**SENSORY ANALYSIS – AN APPROACH TO CONSUMER PREFERENCE**  
**13.11.2023 – 15.11.2023**

The training programme would focus on:

- Importance of Sensory Science in defining food quality
- Sensory Panel selection and training
- Methods of sensory analysis
- Sensory approach to new product development and processed foods
- Flavour perception
- Sensory marketing and consumer behavior
- Lexicon development
- Identification of taints and off flavour pickup in foods
- Instrumental analysis

**Course Organizer:**

Mrs. Amudha Senthil  
Dr. M. R. Asha  
Traditional Food and Applied Nutrition

**ELIGIBILITY CRITERIA**

- Knowledge of the subject under focus and preferably a basic degree.
- Knowledge of English is essential as the medium of presentation and interaction is English.

**TRAINING FEE**

Training Fee is Rs. **09,000/-** per participant (Inclusive of GST, registration kit, working lunch, session tea and participation certificate will be issued to the successful participants)

**Training charges may be through SBI Collect (Online Payment System)**

Training fee is subject to revision as governed by the rules and regulations of the institute.

**Note: Participants from the same food industry – Maximum two per industry**

**All communications**

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For further information about our Institute, training programmes and online application log on to

<http://www.cftri.res.in>